

Margaret A. Sullivan
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Voice Mail #71402

October 20, 1997

TO: All Sales/Territory Representatives

RE: January Winston .70¢ Off 2-Packs Promotion (#800008)

Ladies and Gentlemen:

Attached is the model for the January Winston .70¢ off 2 packs promotion. Promotion specifics will be in the 1st Quarter Work Plan letter which you will receive in the future.

The attached Model must be reviewed by you immediately and returned to the ROU by Wednesday, October 29, 1997, at the latest. Please use the enclosed postage paid envelope marked to my attention. The turnaround time on this model is very short. For Reps who come to the ROU, please drop off instead of mailing. Others may have to fax it here. If you do need to fax it here, please be sure the setting on the fax machine is on FINE, and that it is very legible.

NOTE:

- 1) Model consists of calls with a volume of 75 or greater.
- 2) Do not make any changes to chain calls.
- 3) You cannot add any SKU's to this promotion! You can make changes, but your SKU count must remain the same. In other words, you cannot add SKU's, only transfer SKU's from one account to another.
- 4) If you are making a change, please cross out SKU number in the Revised SKU column and write new number on the line provided. Do not under any circumstance cross out any numbers unless you are making a change. The Sugg SKU column means nothing. You must look at what is in the Revised SKU column.

After changes have been made to models, Direct Account templates will be generated. You will then be sent your final territory models.

Should you have any questions or concerns, please voice mail me at 71402 with your questions, and I will get back to you.

Sincerely,

Margaret

M. A. Sullivan
Enclosure / cc: D/M's/ROM

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NOTE: If an account is not supposed to get any promotions of any type or brand style, update the "No Promotion" indicator in the merchandising section.

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